

INS aa' BACKGROUND

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## 5 Field of the Invention

Prior Art

15 It is a common practice in the golf art  
A <sup>to provide</sup> ~~that~~ golf balls are ~~provided~~ with indications of  
A hardness and golf clubs are ~~provided~~ with  
indications of shaft hardness for helping the  
golf player choose a matching golf ball or club.  
20 Japanese U.M. Application Kokai No. 35315/1990  
proposes a golf instrument in which a golf ball  
A or club is provided at an <sup>appropriate</sup> ~~proper~~ position with a  
A mark corresponding to ~~a~~ head speed.  
The  
A ~~Such a~~ performance indication on the prior  
25 art golf instruments indicates only one of



SUMMARY OF THE INVENTION

Therefore, an object of the present invention is to provide a golf article including a golf instrument such as a golf ball and club  
5 and a package therefor, which is labeled such that the golfer may choose the golf instrument which matches with his or her skill and <sup>ability</sup>~~aim~~ for allowing the golfer to take full advantage of the golf instrument such as a golf ball or club.

10 The present invention provides a golf article in the form of a golf instrument such as a golf ball and golf club or a package therefor. The article includes a generally rectangular indication section disposed thereon for  
15 indicating the performance of a golf instrument. The section is divided along longitudinal and transverse lines into a plurality of sub-sections. At least two, preferably at least four marks or indicia are formed on selected  
20 ones of the sub-sections for indicating at least two functions selected from the group consisting of a golf instrument structure, recommended head speed, feel, spin, green targeting, and trajectory.

25 In one preferred embodiment, the sub-

sections are grouped into a plurality of groups each including longitudinally or transversely adjacent sub-sections. The sub-sections in one group are provided with marks belonging to the same function, but indicating different functional species. One of the marks is selected for each group in accordance with the performance of the golf instrument.

Preferably the golf instrument is a golf ball and the golf instrument package is a box for receiving golf balls. The performance indicating section 4 including a plurality of longitudinally and transversely arranged sub-sections where the marks are disposed is disposed on the outer surface of the box.

The present invention also provides a label to be appended to a golf instrument such as a golf ball and golf club or a package therefor. The label includes a generally rectangular indication section disposed thereon for indicating the performance of the golf instrument. The section is divided along longitudinal and transverse lines into a plurality of sub-sections. At least two preferably at least four marks are formed on

selected ones of the sub-sections for  
indicating at least two functions selected from  
the group consisting of a golf instrument  
structure, recommended head speed, feel, spin,  
5 green targeting, and trajectory.

Preferably the sub-sections are grouped  
into a plurality of groups each including  
longitudinally or transversely adjacent sub-  
sections. The sub-sections in one group are  
10 provided with marks belonging to the same  
function, but indicating different functional  
species. One of the marks is selected for each  
group in accordance with the performance of the  
golf instrument.

15 The golf instrument and label to be  
appended thereto according to the present  
invention can represent a plurality of functions  
of a golf ball or club in a matrix of  
longitudinally and transversely arranged sub-  
20 sections. The performance of a golf ball or  
club can be expressed in terms of a plurality of  
functions. Then the golfer can choose an  
optimum golf ball or club in accordance with his  
or her skill and desire. The inherent functions  
25 of a golf ball or club <sup>should</sup> ~~well~~ match ~~with~~ the skill

of the golfer. Then the golfer can take full advantage of the golf ball or club.

In the one preferred embodiment, the sub-sections are grouped into a plurality of groups each including longitudinally or transversely adjacent sub-sections, and the sub-sections in one group are provided with marks belonging to the same function, but indicating different functional species. Since one of the marks is selected for each group in accordance with the performance of the golf ball or club, the golfer can understand that one function contains a plurality of different functional species. Since one of the marks belonging to the same function, but indicating different functional species is selected, the golfer can easily choose the golf ball or club in accordance with his or her skill and <sup>ability</sup> ~~aim~~. Then the golfer can play with the golf ball or club while taking full advantage of the golf ball or club.

#### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a perspective view of a golf ball-accommodating box according to one embodiment of the invention.

FIG. 2 is an enlarged plan view of a golf instrument performance indicating section on the box of FIG. 1.

FIG. 3 is a perspective view of a golf ball-accommodating box according to another embodiment of the invention.

FIGS. 4, 5, and 6 are enlarged plan view showing different examples of a golf instrument performance indicating section on the box of FIG. 3.

FIG. 7 is a cross section of a label according to a further embodiment of the invention.

FIG. 8 is a plan view of a label according to a still further embodiment of the invention.

#### DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring to FIG. 1, there is illustrated a golf ball box including a box body 2 for receiving a dozen of golf balls (not shown) and a cover 3 fitted over the box body 2 for covering a top opening thereof. An indication section 4 is printed or otherwise formed on the outer surface of the cover 3 for indicating the performance of a golf instrument (ball).

As best shown in FIG. 2, the section 4 is a generally rectangular block defined and delimited by a rectangular boundary line 5. The section 4 is divided into a plurality of sub-sections 7 by longitudinal and transverse lines, for example, by three or four longitudinal lines and four or five transverse lines, typically by four longitudinal lines and five transverse lines (not shown) in the illustrated embodiment. The sub-sections 7 are arranged in a matrix of rows and columns. Each sub-section 7 is a generally square block defined and delimited by a square boundary line 6. Attached to each sub-section 7 is a mark or indicia 8 consisting of words and/or a pattern for indicating a function.

The plurality of sub-sections 7 are grouped into a plurality of groups or rows each including longitudinally (laterally in FIG. 2) adjacent sub-sections 7. The sub-sections 7 in one group or row are provided with marks 8 belonging to the same function, but indicating different functional species. One of the marks is selected for each group or row in accordance with the performance of the golf instrument



(ball).

More particularly, a first row or group A includes six sub-sections 7 to which are attached marks 8 belonging to the golf ball structure and indicating whether the golf ball is a thread wound ball or a two-piece ball, whether the wound ball has a liquid center or a solid center or has a balata cover or a Surlyn cover, whether the cover is a double cover or not, and whether the two-piece ball is a soft type or a spin type.

A second row or group B includes four sub-sections 7 to which are attached marks 8 belonging to the optimum head speed of the golf balls and indicating whether the head speed is high, relatively high or moderate or whether the balls are compatible with the entire range of head speed. In the embodiment of FIG. 2, the second row or group B further includes a sub-section 7 which is spaced by one sub-section from the rightmost sub-section 7 bearing the head speed mark, for indicating whether the balls are intended for professional use.

A third row or group C includes six sub-sections 7 to which are attached marks 8

belonging to the golf ball feel and indicating  
A whether the <sup>feel of the</sup> golf ball is ~~felt~~ very soft, soft or  
slightly soft when hit with the driver or  
putter.

5 A fourth row or group D includes five  
sub-sections 7 to which are attached marks 8  
belonging to the spin of the golf balls upon  
hitting with an iron and indicating whether the  
spin is large, relatively large, ordinary,  
10 relatively small or small.

A fifth row includes a group E of two  
sub-sections 7 to which are attached marks 8  
belonging to the type of green targeting and a  
group F of three sub-sections 7 to which are  
15 attached marks 8 belonging to the golf ball  
trajectory. The groups E and F are separated by  
an empty sub-section. The two marks 8 in the  
sub-sections 7 of group E indicate whether the  
green is targeted by way of spin or height. The  
20 three marks 8 in the sub-sections 7 of group F  
indicate whether the driver shot follows a high,  
intermediate or low trajectory.

In each of the groups A to F, to show  
which function the golf ball has, or to  
25 distinguish the functional mark corresponding to

the ball from the remaining functional marks,  
the sub-section 7 where the functional mark  
corresponding to the ball is formed is colored  
in a color different from the remainders. For  
5 example, the sub-section 7 bearing the  
functional mark corresponding to the ball is  
colored yellow while the remaining sub-sections  
in the same row or group are colored white. In  
this way, a selected sub-section or mark is  
10 distinguished from the remaining sub-sections  
or marks for each group, thereby indicating the  
ball structure that the relevant balls have, the  
recommended head speed, whether or not the balls  
are for professional use, the feel upon driver  
15 or putter hitting, the spin upon iron hitting,  
the way of green targeting, and the trajectory  
of driver shot.

Since various functions characterizing the  
golf ball are displayed, the golfer can choose a  
20 proper golf ball by taking into account all  
these functions rather than a single one of  
them. Since the golfer can fully understand the  
ball performance from various aspects, the  
golfer can choose an optimum golf ball which  
25 A closely matches ~~with~~ the golfer's own skill and

ability  
A aim. 7 Then the golfer can take maximum advantage  
of the golf ball on playing.

The performance of a golf ball is  
classified into groups of several functions and  
5 each function is divided into a plurality of  
different functional species. The performance  
of a given golf ball is represented by a  
combination of selected functional species or  
marks from several functions or groups. Then on  
10 choosing a golf ball, the golfer can understand  
that the golf ball has various factors and  
understand the functional position of the golf  
ball among various types of golf balls.

Therefore the golfer can choose a golf ball  
15 which matches with the golfer's ability.

Since a plurality of square sub-sections  
7 are defined in the performance indicating  
section 4 in longitudinal and transverse  
directions, and since the function indicating  
20 marks or signs 8 consisting of a catchword or  
symbolic drawing are formed in the sub-sections  
7, the performance of a given golf ball and its  
position are readily acknowledged as compared  
with the literal description of the performance  
25 of a golf ball.

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FIGS. 3 to 6 show another embodiment of the invention. A rectangular box 1 capable of receiving three golf balls (not shown) has an openable upper end. On one outside surface of the box is formed or appended a section 4 for indicating the performance of a golf instrument. As best shown in FIGS. 4 to 6, in the section 4, a plurality of sub-sections 7 are defined in longitudinal and transverse directions. In the illustrated embodiment, the section 4 includes three rows of laterally arranged sub-sections 7.

Unlike the embodiment of FIG. 2, the sub-sections 7 in this embodiment are provided with only functional marks 8 indicating the ball structure, professional use, optimum head speed, feel on driver shot, feel on putter shot, spin on iron shot, green targeting way, and driver shot trajectory. Those marks indicating different function species belonging to a common function, that is, marks which are not coincident with a given golf ball are omitted.

Also in the embodiment shown in FIGS. 3 to 6, the golfer can readily and surely choose a golf ball which matches with the golfer's own

skill and <sup>ability</sup> aim by taking into account various functions of the ball. Then the golfer can take full advantage of the ball.

FIG. 7 illustrates one exemplary label 11 to be appended to a golf instrument. The label 11 includes a support 12 made of paper or the like and an adhesive layer 13 on the back side of the support 12. On the front surface of the support 12 are printed or otherwise formed the sub-sections (7) together with marks (8), though not shown in FIG. 7, for indicating the functions of a given golf ball as shown in FIG. 2 or FIG. 4, 5 or 6. Through the adhesive layer the label is attached to a golf instrument such as a golf ball-accommodating box as shown in FIG. 1 or 3.

Another exemplary label 11 is shown in FIG. 8. The label 11 includes a support 12 made of paper or the like on which the golf instrument performance indicating section is printed or otherwise formed as in the foregoing embodiments, though not shown in FIG. 8. The label 11 is provided with an attachment hole 14 at the top. With a thread inserted into the hole 14, the label 11 is suspended from a golf

instrument package, typically a cage or net containing a number of golf balls.

The performance indicating section on the labels 11 shown in FIGS. 7 and 8 is the same as described for the embodiments shown in FIGS. 1 to 6 and its description is omitted herein.

Although the foregoing description refers to golf balls, the present invention is also applicable to golf clubs and other golf instruments and packages thereof.

The contour and arrangement of the section 4 and sub-sections 7 for indicating the performance of a golf ball and the display of the marks 8 for indicating various factors of a golf ball are not limited to the illustrated examples. Various modifications may be made thereto within the scope of the invention.

Since a golf ball, club or other instrument is labeled for several factors, the golfer can correctly choose the golf ball or club which matches with his or her skill and <sup>ability</sup> ~~aim~~ for allowing the golfer to take full advantage of the golf ball or club.

Japanese Utility Model Application No. 6-6528 is incorporated herein by reference.